MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2017/2018

BIM1014 – INFORMATION SYSTEMS AND MULTIMEDIA

(All sections / Groups)

12 OCT 2017
2.30 p.m. - 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 3 pages excluding cover page.
2. There are 5 questions. Answer ALL questions.
3. Please write all your answers in the Answer Booklet provided.

Question 1

Explain four reasons why the study of information systems is important to business and management students like you. (20 Marks)

Question 2 (20 Marks)

a. List down five input hardware for a computer with their function. (10 Marks)

b. List down two reasons some companies prefer to use Linux operating system rather than Microsoft Operating system. (10 Marks)

Question 3 (20 Marks)

a. State TRUE or FALSE for the statement below:

i. Arithmetic calculations can be done in Google Spreadsheet (1 Mark)

ii. The formula of **"B4=A1+A5"** does not contains any error that will prevent it from work. (1 Mark)

iii. **"99 sales"** is a valid name for a cell or a range. (1 Mark)

iv. Character type is not a valid data type in Google Spreadsheet. (1 Mark)

v. **"B7;B9"** it indicates cells B7 through B9. (1 Mark)

b. Social network such as Facebook and Google+ are widely used.

i. Describe two ways how this technology could be used in a business setting. (10 Marks)

ii. Describe one possible drawback to use this technology in a business setting. (5 Marks)

Continued ...

Question 4 (20 Marks)

Read the news article below and answer question

Source: http://www.securetrading.com/wp-content/uploads/2017/05/Alipaylogo-295x300.png

Maybank and CIMB to enable Alipay mobile wallet in Malaysia

KUALA LUMPUR: Malayan Banking Bhd (Maybank) and CIMB Bank Bhd - the country's largest financial services providers - are partnering with Ant Financial Services Group, which operates the world's largest online and mobile payment platform Alipay, to enable the Alipay mobile wallet in Malaysia.

CIMB Group said in a statement that it would act as the settlement and merchant acquirer bank, allowing Chinese visitors to pay for their transactions in yuan without concern about exchange rates. This is done through a simple barcode-scanning method that they are used to in their country.

Both Maybank and CIMB said the service would go live in Malaysia in May.

CIMB Group chief executive Tengku Datuk Seri Zafrul Aziz said the entry of Alipay marked a notable milestone in the growth of mobile wallet payment services in Malaysia.

"We are excited to work with Alipay to provide Chinese tourists a convenient and secure payment experience while in Malaysia and we target to go live with our merchants by May 2017, having received Bank Negara approval just recently," he said.

Meanwhile, Maybank group strategy officer Michael Foong said: "As a leader in card payments, Maybank will now offer Alipay customers the added convenience and security of our comprehensive cashless payment channels, thereby expanding the geographical reach of their digital wallets and enhancing their travel experience in this country."

Source: http://www.thestar.com.my/business/business-news/2017/03/22/cimb-to-enable-alipay-mobile-wallet-in-malaysia/#DRCfXgLvamtVmazH.99

a. Explain two benefits on the use of Alipay to the Malaysian company. (10 Marks)

Continued ...

b. Explain two possible challenges that will be encountered by enterprise system of multinational companies. (10 Marks)

Question 5 (20 Marks)

Read the case below and answer the question

A Machine That Will Smell Whether You Are Ill?

Would be able to identify the smell of people in your life? Your mom? Your Lover? We don't mean their perfume, cologne, or favourite deodorant, we mean their SMELL.

Every single one of us has an "odour imprint," a unique smell made up of thousands of organic components. These tiny compounds reveal a lot about us, including our age, sex, genetics, lifestyle, and even metabolic processes that define our state of physical health.

Physicians noses are not a precise instrument and dogs get easily distracted by the multitude of smells around them – even though our four-legged companions are able to sniff out cancer – so researchers are developing an inexpensive machine able to diagnose an illness quickly and effectively using smell. Well, we might be at the brink of witnessing the initiative's success.

Billy Boyler, co-founder and president of operations at Owlstone, a manufacturer of chemical sensors in Cambridge, UK sees a convergence in technology today, enabling large-scale studies and data gathering to demonstrate odour analysis' efficacy. Owlstone was founded in 2004 and has now raised $23.5 million in funds for its research and development of odour analysis technology and make it available to clinicians.

The sensor is made up of a silicon chip layered with various metal parts and small gold electrodes. It looks a bit like a SIM card, but with the potency of a chemical filter. The molecules of a smell are first ionized, given a charge, and then sifted to only scope out the ones of diagnostic interest through the funnels etched in the chip, in which they can be detected and identified. You can program the sensor to detect what you want by replacing the software.

Source: "One Day, a Machine Will Smell Whether You're Sick - The New York ...." 1 May. 2017, https://www.nytimes.com/2017/05/01/health/artificial-nose-scent-disease.html. Accessed 13 Jun. 2017.

a. What is the new technology that was introduced in this case? (2 Marks)

b. What is the main purpose of this new technology ? (3 Marks)

c. Besides integrating this technology into medical field, how could this new technology could be integrated into other fields ? (15 Marks)

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